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1 What is claimed is:

2 1. A method of communicating:

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4 (a) acquiring location information for a plurality of mobile communicants;

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6 (b) identifying a particular mobile communicant;

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8 (c) accessing a personal profile for said particular mobile communicant; and

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10 (d) delivering digital content to said particular mobile communicant based upon
11 preferences identified in said personal profile.

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